

Please amend the paragraphs of the specification at page 18, lines 22-31 and page 19, lines 1-3 as follows.

Q2 Fig. 5 illustrates generally at 15 a magnetic assembly of the present invention prior to forming the individual pieces from the sheet or web in which the magnetic layer 14 is shown substantially coextensive in length 16 and width 18 with the printable substrate layer 12. In this embodiment, individual pieces such as labels, business cards, and so forth, for example, have been printed on printable substrate layer 12 (print not shown) in a sheet form. The individual magnetic pieces 24 may then be later cut, stamped, punched and so forth out of the sheet at the perforations 30 forming individual magnetic pieces 24.

Fig. 6 illustrates an alternative embodiment of that shown in Fig. 5 in which the magnetic layer 14 has been applied in ribbons and pressed in discrete areas only on the printable substrate layer 12. In this embodiment, a strip of magnetic layer 14 is shown at the top of what will be each individual piece 24 when cut at the perforations 30.

**With Reference to the Drawings**

The reference numeral 12' has been removed from the drawings and the formal drawings are enclosed herein without 12'.

After further review, it duplicated the reference numeral 10 and was unnecessary.

The reference numeral 2 has been removed from Fig. 2. After further review, reference numeral 2 was not necessary.

The reference numeral 40 has been removed from Fig. 4b. It was duplicative of the reference numeral 10.

The reference numeral 26 in Fig. 5 and Fig. 6 has been changed to a 30 which is used consistently otherwise throughout the specification to refer to the perforations.